

## **A STUDY ON THE IMPACT OF MOBILE MARKETING ON CONSUMER PURCHASE DECISIONS IN BENGALURU CITY**

**Suma.D\***

Assistant Professor,

Department of Business Administration, SFS College, Bengaluru

**Varuna, Nisha \***

Dept. of Business Administration

SFS College, Bengaluru

\*Corresponding authors | Received: 10/10/2023 | Accepted: 22/10/2023 | Published: 14/11/2023

**Abstract:** *Mobile marketing is one of the digital marketing which actually meets the need of the diversified people in varied ways, through the service from the mobile marketing people are facing both the positive and negative impact. the purpose of this paper is to analyse consumer purchase decision behaviour and their attitude which are influenced based on the Mobile Marketing. in return which will be more useful to the mobile marketers and advertisers to evaluate themselves whether their approach towards the advertisement and information are productive to the society or not.*

*Keywords: Mobile marketing, diversified people, digital marketing, positive and negative impact, Consumer purchase decision.*

### **Introduction**

Mobile marketing is a platform which has been created under the purview of customers and the objective is to offer marketing services to all the mobile users regardless of literates and illiterates., the study is made to know the perception of mobile users towards the mobile marketing in return which actually be helpful to the mobile marketers and advertisers to evaluate themselves whether their approach towards the advertisement and information are productive or not to the society. Mobile marketing is also providing enormous opportunities to all the mobile users. actually, through this many of them are feeling their work ease as well as shopping getting better day by day with simple and smart services, along with this mobile user are also facing many hurdles they are not able to cope with the technology due to many unavoidable situations and many are unaware of the service in order to solve those problems and to make work simple, better and flexibility many measures have been figured out through this study.

### **Objectives of The Study**

The present study has been taken up with the following objectives.

1. To understand the perception of mobile users towards the mobile marketing.
2. To study the impact of mobile marketing in purchase decisions.

### Scope of the Study

The study has been investigated about the impact of Mobile marketing among the mobile users through questionnaire data i.e., via online survey, data has been sorted.

### Research Methodology

Present data is based on the primary data which are collected among mobile users from the different races between the age of 18- 25 years old. The questionnaire is employed as the major instrument of data collection for the study. Likert scale, Ranking analysis tools are used to sort the data.

### Analysis of the Study

#### Perception of Mobile Marketers towards Mobile Marketing.

Though mobile marketing is providing many financial services to the users, still need to know to what extent it is beneficiary and meeting their needs. therefore, the study has been made to know the perception of customers towards Mobile users

**Table -1**

#### Perception of Mobile Marketers towards Mobile Marketing

Statements	No of Respondents	Percentage
Positive	48	96%
Negative	2	4%
<b>Total</b>	<b>50</b>	<b>100%</b>

As per this analysis, whereas majority of them have been given the good perceptions and even percentage is very high, indeed they are satisfied with their providence of mobile marketing services to an extent. it is concluded that the people in the society are glad to accept mobile marketing and their perception towards mobile marketing are positive.

#### The Positive Impact of Mobile Users Towards the Mobile Marketing

Mobile Marketing has given abundant and enormous opportunities and positive impact to mobile users. So, in order to find the degree in which people are most beneficiary, the respondents are asked to assign the rank for the opportunities.

**Table -2**

**The Positive Impact of Mobile Users In Mobile Marketing**

POSITIVE IMPACT/RANKS	SCORE ANALYSIS										TOTAL
	1	2	3	4	5	6	7	8	9	10	
Ease of purchase	5(50)	4(36)	2(16)	0	8(48)	6(30)	6(24)	8(24)	5(10)	6(6)	244
Less utilisation of time	9(90)	3(27)	3(24)	1(7)	4(24)	5(25)	3(12)	6(18)	8(16)	8(8)	161
clear idea about the product availability and usage	6(60)	2(18)	4(32)	4(28)	8(48)	4(20)	2(8)	9(27)	5(10)	6(6)	257
wide range of collections	6(60)	4(36)	4(32)	1(7)	2(12)	4(20)	5(20)	10(30)	5(10)	9(9)	236
very convenient	8(80)	2(18)	4(32)	2(14)	6(36)	1(5)	5(20)	8(24)	3(6)	11(11)	246
24/7 access	9(90)	2(18)	2(16)	1(7)	1(6)	2(10)	6(24)	6(18)	3(6)	18(18)	213
comparison of product	7(70)	4(36)	2(16)	1(7)	4(24)	3(15)	5(20)	7(21)	7(14)	10(10)	233
product reaches globally	9(90)	3(27)	2(16)	1(7)	3(18)	4(20)	2(8)	6(18)	5(10)	15(15)	229
Cost of the product can be known	7(70)	4(36)	4(32)	2(14)	4(24)	3(15)	7(28)	7(21)	5(10)	7(7)	257
Intimates latest update in the market	8(80)	3(27)	1(8)	1(7)	6(36)	2(10)	2(8)	9(27)	6(12)	12(12)	227

**(Figures in the parenthesis denotes the scores)**

After that by using weighted average technique, the score was given to each and every opportunity. The highest score opportunity signifies the most important benefit will consider as first and the very next highest score signifies the second most important, likewise the whole analysis have been set up in the chart 5.2.1. The rank was assigned according to its total scores as follows:

1. Clear idea about the product availability and usage
2. Cost of the product can be known
3. very convenient
4. Ease of purchase
5. Wide range of collections
6. Comparisons of product
7. product reaches globally
8. intimates latest update in the market
9. 24/7 access
10. Less utilisation of time

**Table- 3 The Negative Impact of Mobile Users Towards The Mobile Marketing**

There are enormous and massive negative impact also was given by mobile users. Yet there are many drawbacks too., yes, several services frequently have been provided by mobile users. but due to unavoidable situation they are unable to use it and many services they are not interested with. Therefore, few questions were asked and analysis were made.

**THE NEGATIVE IMPACT OF MOBILE USERS IN MOBILE MARKETING**

NEGATIVE IMPACT / RANKS	SCORE ANALYSIS										TOTAL
	1	2	3	4	5	6	7	8	9	10	
Disturbance	8(80)	7(63)	5(40)	3(21)	6(36)	8(40)	2(8)	3(9)	4(8)	4(4)	309
Exaggeration	6(60)	7(63)	6(48)	6(42)	6(36)	5(25)	6(24)	4(12)	2(4)	2(2)	316
Awkard advertisement	9(90)	8(72)	2(16)	4(28)	6(36)	5(25)	5(20)	6(18)	2(4)	3(3)	312
Increase the cost of the product because of the over expenses	11(110)	7(63)	6(48)	1(7)	3(18)	2(10)	2(8)	11(33)	3(6)	4(4)	307
Fake platform divination	9(90)	5(45)	6(48)	1(7)	8(48)	4(20)	6(24)	6(18)	3(6)	2(2)	308
price war	7(70)	6(54)	5(40)	4(28)	7(42)	6(30)	4(16)	7(21)	2(4)	2(2)	307
website hacks	10(100)	5(45)	3(24)	3(21)	3(18)	4(20)	1(4)	5(15)	7(14)	9(9)	270
delay in operation	7(70)	4(36)	6(48)	5(35)	3(18)	3(15)	3(12)	11(33)	7(14)	1(1)	282
unnecessary spending	7(70)	4(36)	4(32)	7(49)	7(42)	3(15)	3(12)	2(6)	4(8)	9(9)	279
confusion between fake and original product	10(100)	4(36)	5(40)	3(21)	6(36)	1(5)	3(12)	4(12)	6(12)	8(8)	282

According to Table 5.2.2 analysis were made through ranks, The problem which secured the more points, get the first rank that signifies people hate those services. The second highest rank points signify the very next problem. Likewise, we figured out the challenges faced by the mobile users. The rank was assigned according to its total scores as follows in the chart 5.2.2.

1. Exaggeration
2. Awkard advertisement
3. Disturbance
4. Fake Platform divination
5. Price war
6. Increase the cost of the product
7. Delay in operation
8. Confusion between original and fake product
9. Unnecessary spending
10. Website hacks

### Major Findings

1. People would feel more convenient as it makes the seller and buyer feel very simpler and quick process of booking the products especially for the seasonal products in such case, we get the information from the mobile marketing not from the word of mouth.
2. The research says the mobile users face difficulties in certain period due to awkward advertisement especially referring study materials via online which actually distracts the students, which actually disturbs the purchase decision.
3. The people are so glad to receive the mobile marketing since they are informed about the availability, price and usage of the product
4. The study also found as many advertisements are exaggerated which Led people to be misguided sometimes. Which may influence the customers purchasing decision.
5. Research finds that the customers feel very favourable for allowing them to compare the product which is appropriate for their use.
6. The research says that even medium illiterate people started to use mobile shopping because of marketing which led in sales ratio of marketers.
7. Through marketing many users are benefitted to know whether they need to purchase the goods or not, actually they decide by viewing the reviews of the customers.
8. The negative feedback / reviews (written advertisements) can also over all affect the marketers' sales.
9. The research says ' that even small level marketer's product also reaches globally in mobile marketing which may result in better sales via Mobile marketing.

### Suggestions

1. To differentiate between the fake and original marketing, the marketers can keep a tag line which is accessible only by them.
2. The marketers should be prompt in delivering the advertisements for the qualified products to customers for betterment of the society
3. The marketers should present the products details very promptly to build customers trust on the brand; therefore, this actually prevents the
4. The marketers should make the site easy to use so that many customers would feel simpler
5. The marketers should ensure the proper speed of their websites, so the customer wouldn't feel frustrated.

6. Marketers' product line should be catchy and that should be read quickly by customers, to attract customer.
7. This research says, the frequent display of advertisement can cause delay in operation of apps which can be avoided especially during the online study.
8. The analysis implies that the marketers should be aware and careful about the online hackers.
9. People should change their mindset about mobile marketing about being cheated, or getting of low-quality products.

### Conclusions

The adoption of mobile users is picking up at a vast pace. Everyone from the neighbourhood literates to illiterates are encouraging mobile marketing since it's are giving vast information about the products etc., the survey conducted in convenience sampling method to find out the level of adoption and acceptance of mobile marketing and user habits and their perceptions. The findings reveal that while people are getting comfortable with mobile marketing, some mindset issues are holding back many from embracing the newer platforms. The finding also suggests that the usage habits of those are frustrated and confused about the marketing could be exposing them to distractions.

Henceforth finally concluded if people need to cope up with mobile marketing, then start with an advertisement through proper content for the original brand and product. Because as the study says even illiterates are going through an advertisement as the matter of concern they are not supposed to be misguided. Most of them due to that are not viewing an advertisements instead they are skipping an adds since they are taking it as inappropriate and some advertisements while referring online study materials ought to be avoided as it is disturbing and tempting lot of the students which ultimately affect their career life and they are completely avoiding important advertisements as well which actually influence the purchase decision Therefore, still more proper measures have to be taken by mobile marketers so that it will be benefitted wholly. If suggestions are taken seriously by the government, they can intimate this to all the digital marketers and for the same may marketers take an action seriously which will improve the quality of advertisements in the future.